Job Fair Success

PREPARE

- **Develop a 1-2 minute commercial.** This is your sales pitch that tells the employer your qualifications, background, and interest in the position. If you are well prepared and have researched each company you intend to speak to, you could put together a speech that is relative to the company and the position(s) for which they are hiring.

- **Make a networking business card.** The advantage is that most people at a job fair will not have one, so you stand out. The front looks like a regular business card, and on the back you can put your career profile and/or a few bullets of your strengths - related to your industry.

- **Go on the job fair’s website.** Most will have a website where they list the participating companies and the positions for which they are hiring. You can easily identify the companies you want to target at the fair.

- **Research the companies.** Go on the website of each company in which you are interested. Obviously, you would spend the most time on the ones you are most interested in, but it is not necessary to do as much research as you would for an interview.

HOW TO DRESS/APPEARANCE

- Professional attire, just as you would for an interview.
- Well-groomed hair.
- Light or no perfume/cologne.
- Cut open the vents in your new suit. Flaps on the jacket back are usually stitched with an X to keep them flat until purchased.
- Shoes polished.
- No visible body piercings, except 1 pair of earrings.
- Clean shaven.
- No skirts shorter than knee. No midriff showing. No low cut V-necks.
- Light makeup.

WHAT TO BRING

- A resume for each employer you plan to visit and extras in case you decide to visit others.
- **Briefcase or attaché case.** You will look more professional than candidates using a plastic bag from the fair to carry information.
- Pen and padded folder or zipperered folio in which to keep resumes and business cards.
- **Networking business cards.** See Prepare section for description.
UPON ARRIVAL

- Get employer booklet and plan your route. Read any information about the company before approaching their table.
- Turn cell phone off. Leave it in the car if you can.
- Put nametag on your RIGHT side, if you use one. When shaking hands, people look up your arm to the nametag.

WORKING THE ROOM

- Keep your right hand available to shake hands.
- Be confident and smile. Extend your hand and introduce yourself. Give your commercial if it seems to be a good time.
- Talk about the position(s), company, and the skills and qualities you offer or that match their needs.
- Ask what the next step is in the process.
- Ask who you can follow up with.
- Get a business card so you can send a thank you note. You will at least be able to follow up with this person.

AFTER THE JOB FAIR

- Send a thank you note to the recruiter and follow up about an interview.
- Follow up in 10 days to 2 weeks if you don’t hear back from the recruiter.